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Swiss Confederation

Federal Departement of Economic Affairs, Education and Research EAER State Secretariat for Economic Affairs SECO

Regional Biotrade Project Southeast Asia (Vietnam, Lao PDR, Myanmar)



Regional Biotrade Project



Funded by:	Swiss State Secretariat for Economic Affairs (SECO)
Project Duration:	2016 – 2020
Project Budget:	USD 4,951,906
Project areas:	In the areas that provide input supply for participating companies
Implementation agencies:	HELVETAS Laos HELVETAS Myanmar HELVETAS Vietnam

Project Approach



Change the way the system works

- Understand why it doesn't work
- Find sustainable solutions that work when the project is not there anymore.
- Improve supporting systems that indirectly support growth of Biotrade companies

Pilot – Learn – Scale Up

- Pilot with innovative, pioneering companies and providers of supporting services who want to seize new opportunities.
- Learn from these pilots, improve and scale up

Facilitate improvements, with actors in the driving seat

- Jointly develop new ideas with companies, public institutions and civil society
- Link actors with each other
- Provide techical support (knowhow on market access and requirements, how to establish sustainble value chains according to biotrade principles)

Application of P&C as part of

UEBT membership process

Equivalence of P&C with other voluntary sustainability standards

Embedding the P&C in private commercial specifications

Typology of P&C Adoption





Used this model during the first phase of the project, with less results than hoped

See this as an end-point that convinced companies work towards rather than an entry point

Not currently promoting this, but hope to move towards it





P&C Equivalency With Voluntary Standards



Significant overlap between standards and P&C, especially when combined

For most buyers, these are minimum requirements

The majority of our target companies are focusing on these certifications



P&C in Private Commercial Specifications

Have example where buyers specifically built P&C into their commercial specifications and pricing

Certification may be replaced by internal compliance inspection

Our most genuinely Biotrade product uses this model



ELVETAS

SE Asian companies interested in highend markets focus on standards that maximize market opportunity

- Powerful market signals encourage uptake or Organic and Fair Trade
- SE Asia project is trying to use this as a stepping stone towards Biotrade
- Risk is that companies will stop with these certifications rather than fully incorporate Biotrade P&C
- More recognition of Biotrade by buyers and consumers would help

Lesson: Competition from VSS





Uptake and internalization of the principles and criteria in SE Asia need to be driven by specific market opportunities

- Export-capable companies have a low level of intrinsic motivation and are primarily driven by client demand for sustainability
- Vibrant regional markets for many products do not value the P&C
- Only specific market opportunities with buyers who demand Biotrade has motivated real uptake of P&C in SE Asia so far



